

Magazinet POP. MECHANICS  
Issue: 1/00/83

Total Pages: 178

PHILIP MORRIS	MIN ADS	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO	110			10PP: BW AD.
# 854 pg:2C				
		CAMEL L		
		# 232 pg:11		
		KOOL+100		
		# 482 pg:33		N/B
		NOW 100		
		# 121 pg:109		N/B
		WINSTON		
		# 448 pg:BC		

TOTAL CIGARETTE ADS = 5    TOTAL ADVERTISING =    \$167,475

PRINTED IN U.S.A.

MOORE BUSINESS FORMS, INC., INC.

2040701504

Magazine: POP. MECHANICS  
Issue: 2/00/83

Total Pages: 188

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
MARL +100+L	12		SP	
# 659 pg#2C-PG1				
		CAMEL L+CAMEL	SP	
		# 311 pg#14-15		
		WINSTON		
		# 448 pg#29		
		BARCLAY		
		# 145 pg#78		
		KOOL L+100UL		
		# 119 pg#115		R/B
		INOW 100		
		# 122 pg#3C		N/B

TOTAL CIGARETTE ADS = 6    TOTAL ADVERTISING =    \$256,440

2040701505

Magazine: POP. MECHANICS

Issue: 3/00/83

Total Pages: 202

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/	REMARKS
ADS	SEP	ADS	COLOR	
		WINSTON L+100L * 188 pg:8-9	1SF	
		CAMEL L+CAMEL * 282 pg:31		
		KOOL+L+UL * 470 pg:47		1SF
			N/B	
MARLBORO	301			TOPP "AUTOMAKERS WHO DARED AND LOST"*
		* 866 pg:78		
		INOW 100 * 123 pg:111		N/B
		BARCLAY * 145 pg:BC		
TOTAL CIGARETTE ADS = 6		TOTAL ADVERTISING =	\$230,986	

2040701506

## Magazine: POP, MECHANICS

Issue: 4/00/83

Total Pages: 226

PHILIP MORRIS ADS	MIN SHP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO+100 # 849 pg:2C-PG1	19		1SF	
		WINSTON+100 # 453 pg:11-13	3PG U	
		KOOL L+100 # 114 pg:54	N/B	
		NOW 100 # 124 pg:68	N/B	
		PALL MALL L+100 # 121 pg:80	N/B	
		RALEIGH L # 165 pg:88		
		BARCLAY # 137 pg:118		
		CAMEL L+CAMEL # 278 pg:125		
		LUCKY STRIKE FL # 104 pg:161		

TOTAL CIGARETTE ADS = 9 TOTAL ADVERTISING = \$382,629

2040701507

Magazine: POP. MECHANICS

Issue: 5/00/83

Total Pages: 230

ADVERTISER	MIN	COMPETITIVE	SIZE	COLOR	REMARKS
PHILIP MORRIS	ADS	SEP	ADS	SP	
			KOOL+L+UL # 502 pg 16-7	SP	
			WINSTON L+100L # 190 pg 131-33	3FG U	
			BARCLAY # 147 pg 149	SP	
			LUCKY STRIKE FL # 104 pg 164	SP	
MARLBORO	13				OPP: "RESCUE BY A SATELLITE".
			RALEIGH+L # 245 pg 142	SP	
			NOW 100 # 127 pg 155	SP	N/B
			CAMEL L+CAMEL # 231 pg 180	SP	

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$364,300

2040701508

## Magazine: POP. MECHANICS

Issue: 6/00/83

Total Pages: 198

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEF	ADS		
		BARCLAY		
		* 147 pg 12C		
PLAYERS+M	17		SP	
* 114 pg 18-9				
		WINSTON+100	SP	
		* 449 pg 128-29		
		KOOL UL+100UL		
		* 119 pg 145		N/B
MARLBORO+100	121			TOPP: "FALKLANDS DIARY OF A HARRIER PILOT".
* 870 pg 153				
		LUCKY STRIKE EL		
		* 101 pg 117		
		CAMEL	SP	
		* 272 pg 128-129		
		INOW 100		
		* 129 pg 1BC		N/B

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$362,201

2040701599

Magazine: POP. MECHANICS

Issue: 7/00/83

Total Pages: 158

PHILIP MORRIS	MIN ADS	COMPETITIVE SER	SIZE/ ADS	COLOR	REMARKS
		WINTON L+UL	1SP		
		* 191 pg:10-11			
PLAYERS+M	17				OPP: "ALL OUTDOORS".
* 126 pg:45					
		CAMEL L			NOTE: TWO CONSECUTIVE
		* 380 pg:53			RIGHT HAND PAGES.
		CAMEL L			NOTE: TWO CONSECUTIVE
		* 380 pg:55			RIGHT HAND PAGES.
		BARCLAY			
		* 148 pg:72			
MARLBORO+100	9				OPP: "WORKSHOP
* 876 pg:105					MINICOURSE".
		LOW 100			
		* 130 pg:115		N/B	
		LUCKY STRIKE FL			
		* 104 pg:125			
		KOOL+100			
		* 507 pg:BC			

TOTAL CIGARETTE ADS = 9    TOTAL ADVERTISING = \$331,713

2040701510

Magazine: POP. MECHANICS

Issue: 8/00/83

Total Pages: 164

PHILIP MORRIS	MIN	COMPETITIVE	SIZE	REMARKS
ADS	SEF	ADS	COLOR	
		WINSTON L		
		# 189 pg#26		
		CAMEL L		
		# 376 pg#15		
		1 NOW 100M		
		# 105 pg#25		N/B
		IVANT M+100M		
		# 103 pg#39		
		LUCKY STRIKE FL		
		# 104 pg#42		
MARLBORO+100	6			OPP: "STRIKE BACK AT LIGHTNING".
# 878 pg#54				
PLAYERS 100+M	33			OPP: "PM'S COMPUTER GUIDE". STAPLED CARDS
# 102 pg#101				
		KOOL L+100L		
		# 123 pg#139		N/B
		CAR+M+100+M+120		
		# 217 pg#BC		N/B

TOTAL CIGARETTE ADS = 9 TOTAL ADVERTISING = \$294,065

2040701511

Magazine: POP. MECHANICS  
Issue: 9/00/83

Total Pages: 206

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		KOOL-L-L-L # 502 pg f2C		
MARLBORO+100 # 899 pg f8-9	7		SP	
		BARCLAY # 149 pg f62		
		NOW 100M # 104 pg f105	N/B	
		LUCKY STRIKE FL # 104 pg f123		
		WINSTON # 450 pg f139		
		CAMEL L # 390 pg fBC		

TOTAL CIGARETTE ADS = 7 TOTAL ADVERTISING = \$268,201

2040701512

Magazine: POP. MECHANICS

Issue: 10/00/83

Total Pages: 220

PHILIP MORRIS	MIN	COMPETITIVE	SIZE/ COLOR	REMARKS
ADS	SEP	ADS		
PLAYERS 100+85M	# 117			OPP: "IMPORTS & MOTORSPORTS", STAPLED CARD
# 119 pg#11				
		RALEIGH-L		
		# 246 pg#31		
		TWINSTON L		
		# 189 pg#44		
		CAMEL L		
		# 417 pg#68		
MARLBORO	# 111			OPP: "THE PIRANHA'S FISHY FEEDING HABITS".
# 907 pg#80				
		NOW 100		
		# 137 pg#145		N/B
		CAR+M+100+M+120		
		# 218 pg#165	PC	N/B
		VICEROY+RL		
		# 269 pg#18C		

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$237,525

2040701513

Magazine: POP. MECHANICS  
Issue: 11/00/83

Total Pages: 210

PHILIP MORRIS	MIN	COMPETITIVE	SIZE	REMARKS
ADS	SEF	ADS	COLOR	
		VICEROY+RL # 270 pg 12		
		PALL MALL L100 # 122 pg 13	N/B	
		NOW 100 # 133 pg 145	N/B	
		VANTAGE+ULTRA # 428 pg 161		
MARLBORO+100 # 912 pg 172	10			TOPP: "TOMORROW'S SHIFTY DOG FIGHTERS"
		CAMEL # 282 pg 181		
		RALEIGH+L # 246 pg 159		
		LUCKY STRIKE FL # 108 pg 180		

TOTAL CIGARETTE ADS = 8 TOTAL ADVERTISING = \$263,575

2040701514

Magazine: POP. MECHANICS  
Issue: 12/00/83

Total Pages: 182

PHILIP MORRIS	MIN	COMPETITIVE	SIZE	REMARKS
ADS	SEF	ADS	COLOR	

PLAYERS 100-65M	110			TOPP! "TABLE OF CONTENTS" & "MASTHEAD"
# 125	pgt2			

		LUCKY STRIKE FL.		
		# 104	pgt13	

		WINTON L.		
		# 194	pgt27	

		RALEIGH L.		
		# 246	pgt46	

		BRIGHT+100		
		# 128	pgt67	

MARLBORO+100	6			TOPP! "NOW! BACKPACK BALLOONING"
# 927	pgt74			

		CAMEL L.		
		# 444	pgt111	

		NOW 100		
		# 127	pgt8C	

N/B

TOTAL CIGARETTE ADS = 6 TOTAL ADVERTISING = \$265.739

2040701515